Assignment 1 - Phase 3

Problem

Cinephiles struggle to satisfy intellectual curiosity and experience a hangover effect, post content consumption, forcing them to exit the app and go to platforms like YouTube, Reddit, Instagram.

Metric: Retention -> Revenue

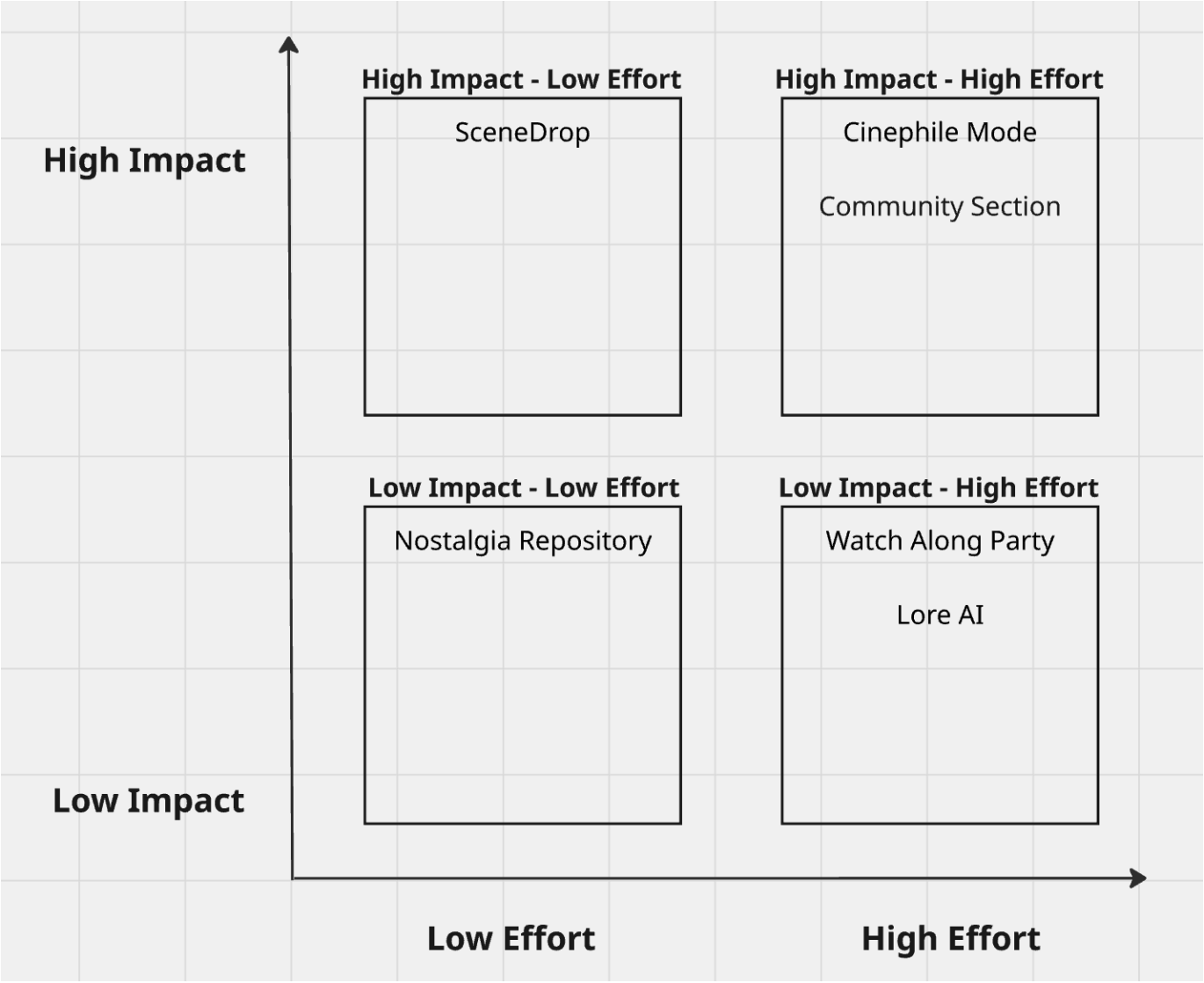
Solution	Description	Assumptions	Confidence
Cinephile Mode: *(An AI-first immersion experience)*	A user experience which specifically caters to a high intent watching experience different from casual viewing experience. *(where content consumption is more of a secondary activity most likely happening via background playing)* It can include: 1. AI assisted content discovery. 2. Trivia related to the scene playing, a map connecting each character to their respective story lines telling their motivation and purpose at that point in the show. Can be triggered when users pause the show. 3. In the content viewing journey, a lore explainer is plugged in giving additional details about the scene, performances etc. Users can interact with the lore explainer if they have any questions while watching something. 4. Post credits are rolled, users	If a user spends x hours watching a show, they are likely to enjoy content around the same show rather than watching something else (with different story, context) immediately as the very next step. Additional content coming directly from the makers *(plugged in as a part of a cinephile's user journey)* would be the most relevant and impactful piece of post content consumption experience for cinephiles.	Moonshot

	enter a director's vault which has behind the scene videos, script reading sessions, directors commentary, maps of the universe etc leveraging the ownership of the IP, especially relevant for original shows, movies etc		
Community section	The idea is when a show is over, users will be exposed to a new world which has a repository of all the past conversations that have happened at different points in time. Auto-Generated Insight Summaries: AI continuously synthesizes discussions, top fan theories, makers comments, character arcs, and unresolved questions into evolving insight summaries. Live Post-Episode Forums: Structured, time-bound "after-show discussions" hosted by verified critics, content creators, or experts.	Users with the urge to post and discuss opinions will jump on to the community section for the hangover effect.	High
Lore AI	Gen AI powered interactive audio companion with which users can interact if they have any questions while watching a show or post watching the show.	Native Gen AI audio assistant will have precise context of what user is watching, why a particular query has come in user's mind and thus can relay a precise and personalised response reducing time to satisfy intellectual hunger.	Low
SceneDrop	Enable users to cut and share clips of high-impact scenes from shows they are watching, allowing them to recommend content with precise emotional and narrative context rather than generic titles. The idea is to transform passive recommendations into curated, high-agency recommendations.	Stronger peer-to-peer advocacy will allow users to act on the recommendation faster.	High

	This can include: ● Cut a 30 sec clip of your favorite scene and share with friends. With AI generated messaging.		
Nostalgia Repository	Repository of: 1. Short clips of high impact scenes of shows and movies that users have already watched. 2. Best scenes mashup videos of popular shows like Friends, The Big Bang Theory.	Users not able to discover what new to watch will prefer spending time on short clips of shows they highly liked. Nostalgia baiting via short form/ mashup videos can still hook a user (whose having decision fatigue about what to watch) on to the platform	Medium
Watch Along Party	Invite friends to watch a particular show together and have a communal experience.	Communal viewing with closed ones will help with the need to discuss with them and thus users will spend more time on the platform	Medium

Prioritization

Impact vs Effort



RICE

Solution	Reach (1-3)	Impact (1-3)	Confidence (1-3)	Effort (1-3)	RICE Score	Priority & Notes
Cinephile Mode	3	3	2	3	**6**	**#P1** High Impact, strong evidence in user interviews
Community section	2	2	2	3	**2.7**	**#P2** Medium Impact, evidence in user interviews regarding the behaviour to discuss and know other people's opinion, addresses Hangover Effect.
Lore AI	1	1	1	3	**0.3**	**Park** Complete Behavioural Shift. Not enough evidence how often users would have the need.
SceneDrop	3	3	3	2	**13.5**	**#P0** Higher sharability quotient, High Impact
Nostalgia Repository	2	1	1	2	**1**	**#P4** Build strategic edge over reels/shorts Why not park? Evidence shows 35% users migrate to Instagram.
Watch Along Party	1	3	2	3	**2**	**#P3** Low reach as limited stronger evidence in user interviews. More data required to prioritize.

Wireframes

#P0	**SceneDrop** *(Turning subscriber into growth agent of the platform)* **Context:** Post watching a show, users have the urge to recommend the show to friends and discuss. Right now, they either drop a message on Whatsapp and tell friends to watch or they share the link of the show. **The idea** is to transform passive recommendations into curated, high-agency recommendations which acts as a hook to bring the user onto the platform. **Behaviour Change:** Passive recommendation -> High agency recommendation **How:** Cut a 30 sec clip of your favorite scene -> Use AI to generate captions -> Share -> User clicks the link -> Clip plays in the browser -> CTA to Watch Full Episode **Business Impact:** Retention, New User Acquisition -> Revenue	**Design File**	**Prototype**	**PRD**
#P1	**CinePhile Mode**	Design File WIP		
#P2	**Community Section**	Not Started		

Success Metrics

Feature Name: ScreenDrop
Priority: P0

Metric Type	Metric Name	Definition	Why it matters
Key Metric	**SceneDrop-to-Watch Conversion Rate**	% of recipients who click a SceneDrop link and watch at least 5 minutes of the full episode in the W0 of sharing.	This is the "North Star." It proves the 30s ‘Clip’ is successfully converting external social recommendation into internal platform watch time.
Secondary Metric	**Share Intent Rate (Sender)**	% of users who initiated the ‘SceneDrop’ journey.	Measures the intent on the supply side: Are we successfully nudging the "Social Catalyst" (Charul) to advocate for the show?
Secondary Metric	**SceneDrop Link Generated**	# no. of Total SceneDrop Links Generated	Measure the intensity: How valuable users are finding the feature?
Secondary Metric	**AI-Caption Adoption Rate**	% of shares that use one of the 3 AI-suggested captions vs. manual typing.	Validates if our ‘Friction-Killer’ (Gen AI captioning) is actually reducing the cognitive load of sharing.
Guardrail Metric	**Spoiler Negative Sentiment Rate**	% of recipients who flag a shared clip as a Spoiler or report the link as Spam.	Ensures that High-Agency sharing doesn't backfire by ruining the viewing experience for the broader community.

Risks & Mitigations

Assumption at Risk	Failure Mode	Impact	Likelihood	Mitigation (Practical)	Detection Signal	Containment / Rollback
Users will generate High Agency SceneDrop Clips	Users share boring or contextless 30sec clips that don't interest friends.	High	High	Platform promoted High Agency clips in the SceneDrop Editor	SceneDrop-to-Watch Conversion Rate	Limit manual clipping; push for platform-suggested clips
Recipients will be excited to open the link reading the caption	Thumbnail looks like any other thumbnail and AI-captioning doesn't trigger the right emotion	High	Medium	• Auto-analysis of scene metadata to generate context rich prompt • Thumbnail changes on the basis of the scene.	Low Click-Through Rate (CTR) on SceneDrop Links	
Sharing a clip with Spoiler will not hamper the viewing experience (No negative PR)	Users share a plot twist clip that spoils the show for the recipient/ larger community	High	High	Spoiler Shield: Use script-to-timestamp metadata to auto-disable the SceneDrop button during major plot-twist scenes	Click-Through Rate SceneDrop Links -to-Dislike Ratio	Block SceneDrop on all timestamps tagged as Spoiler.